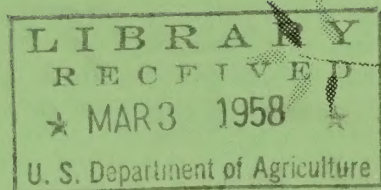


A LIST OF RELIABLE

Hardy Garden

MUMS



SPRING, 1958

Sletwold Greenhouses

Established 1929

VERMILLION, SOUTH DAKOTA

Greetings From Vermillion. . .

We have been growing **Hardy Chrysanthemums** for many years in connection with our Greenhouses and Flower Shop. We started small—just 4 varieties, only one of which proved satisfactory. We soon realized that while all MUMS are HARDY in more favored areas, many excellent ones fail us here on the prairies. So, by a process of elimination, we set out to find the varieties that would do best for us, retaining only those that would meet the following specifications:

1. EARLINESS OF BLOOM.
2. FROST HARDINESS OF THE FLOWERS.
3. WINTER HARDINESS OF THE PLANTS.

Once again we had a very poor growing season. Practically no rain fell during the entire summer. But what a test for our **Hardy Mums**! Never have we had such vigorous plants in the fall for our spring propagating, and, in spite of the adverse conditions **our Hardy Mums** were a spectacular riot of gorgeous colors from early September until late October! Visitors from far and near thrilled to the breath taking display and we were asked over and over again, "How did you ever make them bloom?" Our answer is— "we grow only the varieties that we, ourselves, have proved reliable." **We invite you to visit us next fall when our Mums are blooming** and do hope that your love for these beautiful flowers will cause you to include some of our reliable, easy to grow varieties in your plantings this spring.



Sletwold Greenhouses

Vermillion, South Dakota

Can our flower shop be of service to you? We are bonded members of the Florists Telegraph Delivery Association.

GUARANTEE

We ship only true to name quality mum plants and guarantee that, properly planted, and cared for, they will bloom. Drought, hail, an early freeze up, or conditions beyond our control, will not, naturally, be our responsibility.

We reserve the right to substitute varieties on late orders, but be assured you will receive equal or better value.

PRICES

We grow these plants to give you results and are happy to be able to offer them at only 50¢ each, with the exception of the few new ones as noted. We prepay postage on all orders of \$3.00 or more. Please include your check or money order with your order.

CUT FLOWER VARIETIES

Since more and more home flower growers are also quite efficient flower arrangers, we have made note in the descriptions where the variety has in addition to its decorative value, cut flower qualities as well. This should be a help in making your selections.

Culture Of Hardy Mums

SOILS AND LOCATIONS

Hardy Mums are easy to grow. They do not ask much in the way of soil except that it be somewhat loose and enriched. If your soil tends to pack, the addition of peat moss, Vermiculite, leaf mold or sand easily overcomes the condition. Mums thrive in full sunlight but tolerate shade to a degree. For best results give them plenty of sunshine.

PLANTING

Early spring when the ground starts warming up is the ideal time to plant these pot grown mum plants. We often are able to get ours planted in early April. Sometimes the plants are frozen back, but even though the tops are lost, vigorous new growth starts from the roots immediately and the net result is a bigger, bushier plant than before. By planting an inch or so deeper than they were growing in the pot, first thoroughly soaking the ball containing the roots, failure is reduced to an absolute minimum.

FERTILIZING

We fertilize our mum plants twice during the growing season, once when we set them out, taking care to make a circle about six inches away from the plants, and then again in early July. We use about one-third cup of commercial fertilizer for each application. Often, an application just as the buds are forming helps increase the flower size and intensify the color. Best results are obtained when the fertilizer is worked into the soil. Hardy mums are heavy feeders.

WATERING

Mum plants will survive an unbelievably long time when deprived of water. But lack of water tends to harden and stunt them. So, for best results, see that they are kept well watered. We have been using perforated plastic hose for watering, since the fine sprays do not pack the soil. It will pay wonderful dividends in flowers to keep your mum plants well watered.

SPRAYING

Aphids (plant lice), in different colors, sometimes attack mum plants, but an occasional application of DDT or Black Leaf 40 takes care of them. We use DDT because it controls practically all the other insect pests. However, though Hardy Mums are considerably freer of insects and disease than most flower plants, it is good policy to spray them occasionally with an all purpose spray. By adding a fungicide to your plant spray (we use Fermate) most diseases can be controlled easily.

NORMAL BLOOMING DATE

Many conditions help determine the time of blooming for Hardy Mums. Buds set when the daytime and nighttime lengths are about equal. But hot, dry, late summers, with their clear days, tend to delay bud setting. Likewise, cool, moist, cloudy fall days tend to speed up bud setting. We have tried to give you a fair average normal blooming date for our varieties.

PINCHING

We recommend that all our Hardy Mum Plants, with the exception of the cushions, be pinched back, not later than July 1. This simple operation consists of removing the soft tips of your plants, causing them to become bushy, thus producing many more flowers. Too late pinching might result in bud removal, so we suggest this be done not later than July 1.

WINTER COVERING

Strange as it seems to many, covering mum plants after the ground freezes is not done to keep them warm. Rather it is done to eliminate a freezing and thawing condition during the winter. While many of our varieties come through without covering, we recommend that they all be covered. Straw, hay, or old grass does a good job, but be sure you have at least 3 inches of cover! Remove in the spring when the ground thaws out.

GROUND CULTIVATION

We saved this for the last. Mums like a rather loose soil, so to get them to do their best, cultivate frequently. Cultivated soil retains moisture much better than hard packed soil. By cultivating often, watering can be lessened, and the plant response will be considerably increased. You cannot overdo cultivating Hardy Mums.

OUR NEW 1958 VARIETIES ARE LISTED

Sletwold's Hardy Mums

For spring delivery, we offer the following list of sure-to-bloom, greenhouse grown Hardy Chrysanthemum Plants grown in LARGE 2¼ INCH POTS.

The plants are shipped in individual plastic bags, at proper planting time. Perfect delivery is guaranteed. The plants are young and vigorous, free from insects and disease, and sure to please.

WHITE

PRICES: Only 50¢ each except as noted.

AVALANCHE

An all time favorite. Fluffy, full double 3-inch flowers of creamy white. Top notch for cutting.

	Normal Blooming Date	Height In Inches
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Sept. 4	22
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CANDLELIGHT

Well formed ivory white flowers on a neat upright plant. Petals tend to quill with age. Early. Very long life as a cut flower.

Sept. 4	20
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NANOOK

A dwarf compact mound completely smothered by white flowers with creamy centers. Our white cushion.

Sept. 14	14
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NORTH STAR

The best of the white daisy type. We revived this old timer recently and it was a sensation. Hundreds of medium sized daisy-like flowers, on even a small plant. Excellent cut flower. Very frost hardy. Plant several for an unusual effect.

Sept. 15	24
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MARTINS WHITE

Immense pure white flowers, double, incurved and 4 inches across. Compact bushy growth. Often treated as a cushion mum. Short stemmed but a good cut flower.

Sept. 15	18"
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CHRISTOPHER COLUMBUS

A most outstanding double ivory white. Very wide petals. Luxuriant growth. Unexcelled for cutting. A must in every mum planting.

Sept. 28	26
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WHITE CLOUD

Large feathery double pure white flowers. Opens a faint pink but fades quickly. This plant in bloom is truly a WHITE CLOUD.

Oct. 5	26
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INNOCENCE

Perfectly formed 4 inch double flowers. Chalk white. Stiff stems. 4 to 6 flowers to a cluster make it an ideal cut flower.

Oct. 5	24
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SEPARATELY ON INSIDE OF BACK COVER

PINK

PRICES: Only 50¢ each except as noted.

Normal Blooming Date	Height In Inches
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GLADNESS

Fully double clear China Rose Pink. Early, a very winter hardy plant and the earliest pink of quality for cutting.

Aug. 28	18
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CECIL BEED

Early silver-lavender-pink double. One of the best early pinks. Exceptionally free flowering. Short stemmed flowers for cutting.

Sept. 1	24
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MURMURS

Double Amaranth buds bursting into a clear lilac. Early and fine for cutting.

Sept. 10	22
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ADORABLE (New! Price 75¢ ea.)

Brand new! No. 1 in popularity! Cheery coral pink fully double 4-inch flowers. Plant is completely covered with blooms! If you can plant only one mum, make it **Adorable**. Excellent cut flower.

Sept. 15	22
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TAPESTRY

A queen of its color class. Fully double deep pink which shades to ashes of roses as it starts to open. Very frost hardy. Short stemmed but an excellent cut flower

Sept. 20	22
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MINN PINK (New! Price \$1.00 ea.)

Rose pink cushion. A solid mound of flowers. The most spectacular pink cushion ever developed.

Sept. 20	18
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JAYEFF

Another of the really fine pink mums. 4-inch flowers on good strong stems make it ideal for cutting.

Sept. 25	24
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BETTY

Splendid upright rose pink without a trace of Magenta. One of the finest pinks for cutting. Vigorous grower.

Sept. 28	28
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PATRICIA LEHMAN

Sparkling geranium pink with peach center. Recurved and twisted petals give a fluffy feathered effect. Dandy for cutting.

Sept. 28	24
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PINK OPAL

Pale pearl rose overlayed with cream tints. Extremely delicate in color, and a refined 4-inch full flattened double flower. An aristocrat. Excellent for cutting.

Sept. 28	26
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OUR NEW 1958 VARIETIES ARE LISTED

RED

PRICES: Only 50¢ each except as noted.

Normal Blooming Date	Height In Inches
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RED BIRD

This is our original maroon mum. Nothing has come along to replace it. Rich, live double maroon flowers on good stems for cutting. Our most popular mum, regardless of color, until replaced by **Adorable**.

Sept. 10	24
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EARLY CRIMSON

Nonfading. A grand crimped petal, very bright crimson. Flat flowers on a rigid upright plant. Unsurpassed for cutting. Very frost hardy.

Sept. 15	26
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APACHE (75¢ ea.)

Orient red to firecracker red. Brilliant 4-inch flowers with quilled petals. Very frost hardy. Outstanding. Flowers will last for 5 weeks. A very popular mum. Short stemmed, but a good cut flower.

Sept. 15	22
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LESHARA

Husky, heavily branched plants with multitudes of mulberry red shading to soft red flowers. It is really a treat to see this in bloom. A gorgeous display, when planted with **NORTH STAR**.

Sept 15	24
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ROUGE CUSHION

A far superior red cushion. Intense red flowers show a small bright yellow center when open. Our red cushion.

Sept. 20	15
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PROFUSE

Full double rosy carmine flowers Very choice cut flower. Whoever named it, named it well.

Oct. 1	24
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BONFIRE

Brick red flowers on stiff stems. Very dark foliage. Outlasts them all as a cut flower. Double.

Oct. 1	22
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SEPARATELY ON INSIDE OF BACK COVER

BRONZE

PRICES: Only 50¢ each except as noted.

HARVEST BRONZE

A rich apricot bronze with gold undertone. Large double 3 inch flowers. Our earliest bronze. Can be cut.

AUTUMN BEAUTY

A new brilliant sparkling reddish chestnut. An excellent bronze cushion. Early.

GEO. LUXTON (New! 75¢ ea.)

Brand new! Early 3½ inch soft bronze flowers that last for 5 weeks. The very best early light bronze. Good stems for cutting.

EA. KATHLEEN

Brand new! Early coppery bronze with form and color of Kathleen Lehman but 2 weeks earlier. Good cut flower.

FOOTBALL BRONZE (New! 75¢ ea.)

Brand new! Early large flowering incurved chocolate bronze. Great as a cut flower. Strong upright plant. Can be disbudded.

CROWNING GLORY (New! 75¢ ea.)

Magnificent new flower of Spanish orange overcast with coral center. Double. Straight, sturdy, upright plant. Wonderful cut flower.

PLAINSMAN

Deeply notched carnation flowered type. Double. High center flowers of deep rusty red shading to buff bronze. A good cut flower with very dark foliage. Entirely different—flowers can stand a freeze of 25 degrees.

HOLIDAY

Extra large bright golden bronze flowers with domed center. 4 to 6 flowers per cluster make it choice for cutting.

LADIES CHOICE (New! 75¢ ea.)

Brand new! 4-inch ivory pink flowers with bronze overtone. Magnificent plant habit. Good cut flower. An entirely new color in mums.

KATHLEEN LEHMAN

Brightest orange gold, deepening to red gold at center. Exciting bronze shade. Good cut flower.

MAHOGANY CUSHION

New Jasper red double flowers completely smothering the plant. A good bronze cushion.

Normal Blooming Date	Height In Inches
Aug. 20	15
Sept. 4	15
Sept. 12	18
Sept. 14	26
Sept. 15	26
Sept. 15	30
Sept. 20	24
Sept. 25	24
Sept. 26	20
Sept. 28	26
Sept. 28	16

OUR NEW 1958 VARIETIES ARE LISTED

PURPLE

PRICES: Only 50¢ each except as noted.

Normal Blooming Date	Height In Inches
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VIOLET

A rich deep violet. The very best early mum of its color. Full, double flowers and very good for cutting. Everybody loves this one.

Aug. 26	20
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CHIPPEWA

Bright Aster purple, slightly incurved. Very popular because of its earliness and brilliance. Has led the field in its color class for years. Rates high in popularity with our visitors. Has good cut flower value.

Sept. 4	24
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JOAN HELEN

Sparkling purple with gaudy yellow centers. Our purple cushion, and a beauty.

Sept. 10	18
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PURPLE WATERS (New! Price 75¢ ea.)

Brand new! It is hard to improve on Chippewa but Purple Waters does. A real purple, double, and a fine cut flower. Try it with **Adorable**.

Sept. 15	24
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MYRTLE WALGREEN

Rich Amaranth purple, shading to lilac silver with age. At maturity a clean clear mallow purple. Very similar to Chippewa, but later.

Sept. 28	24
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LAVENDER

Normal Blooming Date	Height In Inches
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DR. L. E. LONGLEY

Our earliest mum. A solid mound of bright pink lavender. Flowers last til freeze up.

Aug. 20	20
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WENONAH

Very early. Perky dark lavender. Greenhouse quality flowers, but rather short stiff stems. Long lasting flowers.

Aug. 24	18
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MALINDA BROWN

A magnificent clear self lavender pink. Flowers globular, mounded at center. Petals strongly incurved. Good for cutting.

Sept. 28	24
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OLD LAVENDER

Large, massive lavender flowers on strong sturdy stems. Comes in excellent clusters. Wonderful cut flower. A bit late but comes through OK.

Oct. 1	30
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SEPARATELY ON INSIDE OF BACK COVER

YELLOW

PRICES: Only 50¢ each except as noted.

Normal Blooming Date	Height In Inches
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GOLDEN MOUND

Multitudes of double golden yellow flowers, 2 in. across! Early and a real show-off. Our yellow cushion.

Sept. 1	18
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PATHFINDER

Carnation flowered! Bright yellow double flowers. Deep green foliage. Symmetrical. A hedge of Pathfinder would be a sensation.

Sept. 1	20
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YELLOW AVALANCHE

Fluffy bright yellow flowers 3 in. across. Early. Stiff stems and unexcelled for cutting. This is really a favorite.

Sept. 4	22
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DELIGHT

Large solid double golden-yellow flowers. Early and fine for cutting, in fact, one of the earliest yellow for cutting. A large button pompom.

Sept. 7	26
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LEMON DROP

A solid, double, lemon yellow BUTTON Pom Pom. You like BUTTON MUMS, and this is it! Has slight greenish cast in center of bloom, enhancing its beauty.

Sept. 8	17
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GOLDEN HOURS

An early, somewhat incurved chrome yellow full double flower on good stems. Fine for cutting. A longtime favorite.

Sept. 8	24
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LEE POWELL

Grows tall with masses of real large fluffy Chinese yellow blooms. A real competitor of greenhouse grown mums. Excellent for cutting.

Sept. 23	30
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CHAS NYE

Buttercup yellow, orange overcast. Stems stiff and firm. Flowers in good clusters often 3 inches across. An excellent cut flower.

Sept. 23	28
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MURIEL RICE (New! Price 75¢ ea.)

MUM OF THE YEAR 1955! Full double 4 inch flowers of light buttercup yellow aging to a deep cream. Outstanding! Try this with **Purple Waters**.

Sept. 25	22
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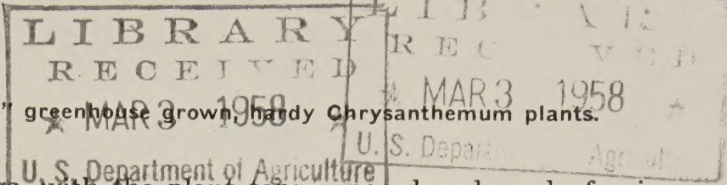
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Sletwold's South Dakota Grown

Hardy Mum Plants



For spring delivery we offer the following list of sure to bloom, 2 1/4" greenhouse grown, hardy Chrysanthemum plants.

The plants are shipped out of pots, in individual plastic bags, with the plant tops exposed and ready for immediate resale. It is remarkable how long the plants remain salable using this method.

Delivery can be made as needed. If unfamiliar with varieties, why not leave selections to us?

Order now and be sure. Spring is coming fast!

VARIETY—DESCRIPTION	Normal Blooming Date	HEIGHT	VARIETY—DESCRIPTION	Normal Blooming Date	HEIGHT
PURPLE			RED		
Violet	Aug. 26	20"	Red Gold	Aug. 20	20"
Chippewa	Sept. 4	24"	Red Bird	Sept. 10	24"
Joan Helen	Sept. 10	18"	Early Crimson	Sept. 15	26"
Purple Waters	Sept. 15	24"	Apache	Sept. 15	22"
Myrtle Walgreen	Sept. 28	24"	Leshara	Sept. 15	24"
WHITE			Rouge Cushion	Sept. 20	15"
Dainty	Aug. 27	16"	Profuse	Oct. 1	24"
Avalanche	Sept. 4	22"	Bonfire	Oct. 1	22"
Candlelight	Sept. 4	20"	YELLOW		
Nanook	Sept. 14	14"	Gold. Mound	Sept. 1	18"
North Star	Sept. 15	24"	Early Gold	Sept. 4	18"
Martins White	Sept. 15	18"	Pathfinder	Sept. 4	20"
Drifted Snow	Sept. 16	24"	Yellow Avalanche	Sept. 4	22"
Cr. Columbus	Sept. 28	26"	Lemon Drop	Sept. 8	17"
White Cloud	Oct. 5	26"	Delight	Sept. 7	26"
Innocence	Oct. 5	24"	Golden Hours	Sept. 8	24"
PINK			Martins Yellow	Sept. 15	18"
Gladness	Aug. 28	18"	Yellow Cr. Columbus	Sept. 15	26"
Cecil Beed	Sept. 1	24"	Defiance	Sept. 17	26"
Prelude	Sept. 9	30"	Lee Powell	Sept. 23	30"
Orchid Helen	Sept. 10	18"	Chas. Nye	Sept. 23	28"
Murmurs	Sept. 10	22"	Muriel Rice	Sept. 25	22"
Fairbow	Sept. 10	24"	BRONZE		
Adorable	Sept. 15	22"	Harvest Bronze	Aug. 20	15"
Tapestry	Sept. 20	22"	Autumn Beauty	Sept. 4	15"
Cecelia	Sept. 24	22"	Geo. Luxton	Sept. 12	18"
Jayeff	Sept. 25	24"	Ea. Kathleen	Sept. 14	26"
Evelyn Devaney	Sept. 26	26"	Companion	Sept. 15	24"
Betty	Sept. 28	28"	Football Bronze	Sept. 15	26"
Patricia Lehman	Sept. 28	24"	Crowning Glory	Sept. 15	30"
Pink Opal	Sept. 28	26"	Plainsman	Sept. 20	24"
LAVENDER			Holiday	Sept. 25	24"
Dr. L. E. Longley	Aug. 20	20"	Ladies Choice	Sept. 26	20"
Wenonah	Aug. 24	18"	Kath. Lehman	Sept. 28	26"
Malinda Brown	Sept. 28	24"	Mahogany Cushion	Sept. 28	16"
Old Lavender	Oct. 1	30"			

Should you have favorites not listed, write us. We can grow them for you if given time.

PRICE

ALL VARIETIES, Per 100. \$17.50, F.O.B. Vermillion, S. D.
NO PACKING CHARGES. NOT LESS THAN 25 OF A VARIETY

SLETWOLD GREENHOUSES

Vermillion, South Dakota

Plan to visit us next fall when our Mums are blooming. This is generally from early September on into October. We are located on Highway 50, right in Vermillion.

NEW VARIETIES

Each year we grow a number of the newer varieties that are especially attractive, and different, testing them for earliness, frost hardiness of the flowers and winter hardiness. The following are the ones which we have retained from our recent trials. We recommend them all.

Prices—only 50 cents each except as noted.

	Normal Blooming Date	Height In Inches
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White

DAINTY

AUG. 24 18"

A very unusual early white cushion. Opens a delicate lavender that quickly bleaches to white. Flowers last for weeks. Listed by some as a lavender.

DRIFTED SNOW

SEPT. 16 24"

Flowers of good size that cover the plant. Much admired in our trials. Truly a grand white.

Pink

PRELUDE

SEPT. 9 30"

A large early apricot pink. Choice color and a fine cut flower.

FAIRBOW

SEPT. 10 24"

Bright pink button of medium size. Erect growth. Very cute and a nice cut flower.

ORCHID HELEN

SEPT. 10 18"

Beautiful pink with darker eye. Short and sturdy. Very frost hardy.

EVELYN DEVANEY (New 1956! Price 75¢ each)

SEPT. 26 26"

Large delicate shell pink. Incurved. Entirely different from other shell pink Mums. A bouquet of Evelyn Devaney is a thriller!

Red

RED GOLD

AUG. 25 20"

A flashy red and gold combination. Medium size flowers. Early. Plant is completely covered with blooms.

Bronze

FLAMBOYANT (\$1.00 each)

SEPT. 5 20"

Very large rich tangerine. Reddish bronze. Double flowers are borne on stiff individual stems, 12 inches long! Tops for cutting.

COMPANION (New 1956 75¢ each)

SEPT. 15 24"

Large double yellow bronze. Early. Good stiff stems for cutting. Try this with Purple Waters for a dazzling effect.

MAHOVE GOLD (each \$1.00)

SEPT. 27 18"

Immense bright bronze. Full double choice variety for flower shows.

Yellow

EARLY GOLD

SEPT. 4 18"

Very early cushion. Medium sized golden yellow double flowers completely cover the plant.

MARTINS YELLOW

SEPT. 15 18"

Immense soft light yellow flowers. Double incurved and 4-inches across. Compact bushy growth. Short stemmed but a good cut flower.

DEFIANCE

SEPT. 17 26"

Deep golden yellow with quilled petals. Very different and wonderful for cutting.

YELLOW CHRIS. COLUMBUS

SEPT. 18 26"

A sparkling very wide petalled sport of white Chris. Unusually heavy bloomer. Luxuriant growth. Choice cut flower.

GOLDEN FANTASY (New! \$1.00 each)

SEPT. 20 18"

A sensational new sparkling yellow carnation flowered mum. Double.

BUTTERSCOTCH (\$1.00 each)

SEPT. 25 26"

Very large full double. Pale yellow. Another choice variety for exhibitors.

A Different Gift Suggestion . . .

Hardy Mum plants make wonderful gifts for Mother's Day, Easter, Birthdays, Anniversaries etc., or to say "Thank You"—or just for the fun of it!

For only \$2.00 you can surprise and please a friend or relative with an exciting, all different four-plant collection. Just send us your recipients name and address, enclose only \$2.00 for each collection, mail it to us, and we will do the rest. Your recipient will receive a **Gift Certificate** at once, and the plants **postpaid** at the proper planting time in the spring.

IT'S FUN TO SURPRISE YOUR FRIENDS WITH A GIFT OF **HARDY MUMS**.

COMMENTS BY . . .

H. L. Sletwold

When using **Hardy Mums** as cut flowers, break—do not cut the stems and place deeply in luke warm water for about half an hour before arranging the bouquet. It is surprising what this does for the flowers.

Many groups make our **Hardy Mums** the object of a "Flower Hike" in the fall and we most cordially invite your group to do likewise.

Were you one of the many hundreds who received gift bouquets of **Hardy Mums** from us last fall? We hope you were.

When your **Mums** arrive be sure to tack up the Cultural Directions in the garage for future reference.

To our friends 100 miles or more North of us; We suggest you select the earlier blooming varieties.

We furnish school, institutions and city park boards many **Hardy Mum** plants each year at special prices. Price list is available to the proper persons upon request on an official letterhead.

Plan to visit us next fall when our **Mums** are blooming. This is generally from early September into October. We are located on Highway 50, right in Vermillion.

We are holders of South Dakota Nursery Inspection Certificate Number 116.

Grasshoppers threatened our Mums last summer. Chlordane killed the ones we hit, but the hoppers came in on us repeatedly and the spraying job was terrific. Then we switched to Dieldrin, that licked the hoppers.

The installation of lights last fall in our Mum plantings enabled throngs of visitors to inspect the gorgeous flowers after dark.

SLETWOLD GREENHOUSES

Vermillion, South Dakota